

The Social World

AGNES BQLTER, Editor

Soroptimists Hold Regional Meet Today

All Soroptimists in the Pacific Region are convening today at the Long Beach Hilton Hotel for the first conference to be held since the region's organization.

Among them are 26 members of the Harbor District Soroptimist Club and scores of others from the 67 clubs in Southern California, Nevada, New Mexico, Arizona and Mexico.

Harbor members will be hostesses this morning at a breakfast gathering.

Conference, which began Friday and will conclude today, has as its main business topic, adoption of organizational set-up and regional service objectives for the 1952-54 plenum, Miss Ellen Pangle of Riverside, regional governor, is the presiding officer.

On the social side of the meet, delegates were feted at a Hal-Delegated party Friday evening, and their husbands enjoyed a harbor boat ride yesterday.

Movies Take Spotlight At Seventh Birthday Of Michael Moriarty

Michael Moriarty, son of Mr. and Mrs. E. L. Moriarty, combined a party at home and an afternoon at the movies Saturday of last week when he celebrated his seventh birthday.

Seventeen friends joined him at home, 1109 Felbar Ave., for birthday cake and ice cream; then, after he opened his gifts, the small boys spent the remainder of the afternoon at a downtown theater.

Helping to make the day really special for Michael were Joseph Walker, Jimmy Leamon, John Hixon, Michael Lillywhite, John Heller, George Herrin, James Gross, Richard Grant, Daniel Cunningham, Robert England, Patrick Carpenter, Janice Gillis, Gerald Sherburne, Ronnie Hagenbaugh, Billy McDade, and Stuart and Stanley Gonta.

Welfare Group to Hear Psychiatric Worker

Harbor District Welfare Council will learn the California State Department of Mental Hygiene's program for mental defectives next Wednesday, Nov. 5, at a luncheon meeting to begin at 12 noon in the San Pedro YWCA, 437 W. Ninth St.

Guest speaker will be Sheldon Brown, supervising psychiatric social worker of the Pacific Colony Department of Mental Hygiene.

WSCS Circles Set Meetings

Circle One, Women's Society of Christian Service Methodist Church, will start the November ball of activities rolling next Tuesday, Nov. 4, with a dessert luncheon to be held at the home of Mrs. R. J. Hogue, 2115 Gramercy Ave.

Luncheon will be served at 12:30 p. m.

That evening at 7:45 o'clock, Circle Four will hold its first meeting of the month at the home of Mrs. Robert Porter, 2100 Lincoln Ave.

Following Thursday Circles Two and Three will meet.

Circle Two will convene at 12:30 p. m. at the home of Mrs. A. E. Palmer, 1510 W. 214th St. Mrs. Woodrow W. Buchanan will share the hostess role.

Methodist Church will be the scene of Circle Three meeting, also at 12:30 p. m., Thursday, Mrs. J. S. Clarkson will be hostess.

On the social side of the meet, delegates were feted at a Hal-Delegated party Friday evening, and their husbands enjoyed a harbor boat ride yesterday.

Edna Babcock, past matron of Torrance Chapter No. 360, Order of the Eastern Star, was installed deputy grand matron of the 90th District at the 79th session of the Grand Chapter, State of California, held Friday of last week in San Francisco.

Others making the trip to San Francisco were Aletha Smith, worthy matron; Joan Pierce, associate matron; Florence Viellenave, conductress; Phyllis Peveley, associate conductress; and Vivian Cook, Alice Ruppel, and Ethyl Peveley, past matrons.

They were joined in San Francisco by Edith Colbaugh of Oakland and Florence Welz of Richmond, both members of Torrance Chapter.

Past Matron Local OES Is Honored

Mrs. Sonia Mallory, native of Sydney, Australia, is the new president of the International War Brides Club of Compton, which includes several members from Torrance and other cities in this area.

Assisting her will be Mesdames Winifred Bingham, vice president and Midge Nobriaga, secretary-treasurer, both natives of England.

Members meet twice monthly for alternate business and social sessions, and new members are welcome. Mrs. Mallory said those interested may call her at Newmark 2-7487 or Mrs. Nobriaga at Newmark 5-4467.

WAR BRIDES CLUB SELECTS OFFICERS

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'Stork Story' FROM TORRANCE MEMORIAL HOSPITAL

A third son, Jack Arthur, was born Oct. 22 at 3:27 a. m. to Mr. and Mrs. Jack Arthur McKerlie, 336 W. 220th St., Keystone. The 8 lb. 5 1/2 oz. infant joins James Ritchie and Joseph Robert. The father is employed by Richfield Oil Co., and grandparents are Mr. and Mrs. James R. McKerlie, 416 W. 220th St.; Mrs. Sybil N. Woten, Los Angeles; and Joseph M. Woten, Santa Ana.

Mr. and Mrs. Charles G. Ford, 2904 Dalemead St., became parents of their first daughter Oct. 21 at 8:29 p. m. Father of the 6 lb. 11 oz. arrival, who has a 14-month-old brother, Charles Lee, is employed as an "A" clerk at Douglas Aircraft. Grandparents are Mr. and Mrs. Joseph Warland, 2473 W. 230th St.; Mrs. M. J. Claypool, Middleville, Mich.; and Ernest Ford, Hartford, Conn.

Jesus Perez, crane operator at National Supply Co. and his wife now are parents of their fourth child, Louis, who was born Oct. 22 at 9:45 a. m., weighing 7 lbs. 2 oz. The new arrival joins Ann Dolores, 5; Robert, 3; and Consuelo, 1 1/2, at the 2060 W. 203rd St. Perez home. Grandparents are Mr. and Mrs. Jesus Escobar, 2129 W. 203rd St., and Mrs. Guadalupe, Tijuana, Mexico.

Also parents of their fourth child are Mr. and Mrs. DeVeard C. Decker, 22610 S. Denker Ave., New son, who weighed 7 lbs. 13 oz. at birth, Oct. 23, has been named Curtis DeVeard. Other children in the family are Allen, 5; Bruce, 2 1/2; and Debra, 16 months. Father is employed as a salesman at Hillcrest Nursery.

Mrs. Elaine Decker, Torrance; Elaine Decker, Salt Lake City, Utah; and Mr. and Mrs. Orin C. Fosno, Riverside, are grandparents.

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Beauty Talk To Highlight Senior Meet

"Look Beautiful—Live Beautifully" lessons will be told Senior Woman's Club members next Wednesday afternoon, Nov. 5, at a 2 p. m. silver tea to be held at the Woman's Clubhouse, 1422 Encarnacion Ave.

Speaker to be presented by Mrs. Grover C. VanDeventer, program chairman, will be Anne Juran, sales personality lecturer for the Los Angeles Board of Education.

Miss Juran, a graduate of the American Academy of Dramatic Arts, began her career in New York and staged several fashion and beauty shows there. She originated the Career Girl Department for Helena Rubinstein's School of Beauty.

Sharing hostess honors for the afternoon tea will be Mesdames O. A. Kresse and R. J. Deininger. Mrs. A. F. R. Ewalt, president, will conduct the short business session.

MARGARET BUNJES IS 'SHOWEROED'

A number of friends and relatives from Torrance, Gardena, and surrounding area gathered at the home of Mrs. Joseph Borges, 14955 Dublin Ave., Gardena Friday evening last week, to honor Miss Margaret Bunjes with a bridal shower.

Miss Bunjes, daughter of Mr. and Mrs. Carl Bunjes, will wed Manuel Borges, son of Mr. and Mrs. Frank Borges, next January.

Mesdames Frank Borges Sr. and Frank Borges Jr. shared hostess role.

Shower games were played, with prizes going to Mesdames Gene Weems and John Ormonde, and Miss Darlene McKee.

Invited to the affair were Mesdames Tony Ormonde Jr., Ben Ormonde, Frank Rocha, Tony Freitas and daughter, Mary; Charles Paine, Alfred Fialho, Arthur Morin, Tony Ormonde Sr., Weems, John Ormonde, Wahbarah Maxson, Charles Carlson, Mary Cotta and Carl Borges.

Misses Evelyn Ramos, Bess Roopmans, Sally Collins, Peggy Loney, McKee, and the honoree.

Horses Take Lomita 'Spot' Today at Noon

Last in a series of free fall shows will be presented today, 12 p. m., by the Little Hills Saddle Club at the arena, 24300 Walnut St., Lomita.

A trophy will be awarded to the high point man of the day, and ribbons will be presented to third place. Special award ribbons also will be given to all clubs with banners, oldest and youngest riders, typical cowboy and cowboy, best mounted groups, and outstanding entries.

Cold drinks and food will be dispensed at the clubhouse during the afternoon.

Jim Chapman and Faye Gregory will be announcers, while Art Harkness will be in charge of the arena. Elyse Polyan will supervise the entry booth, and Mabel Harkness heads the kitchen committee.

Judges will be Dale and W. W. Kleenhaus.

AAUW Set Nov. Lecture, 'It's A Gyp'

"It's a Gyp," story of fraudulent investment fields and how they affect women, will be told San Pedro Branch, American Association of University Women Wednesday, Nov. 5, when the group meets at 7:30 p. m. in the Y.W.C.A.

Lecture will be presented by B. E. Burchfiel of the State Division of Corporations.

Burchfiel, now of Long Beach, was born in Kansas and came to California in 1920. He is a graduate of the College of the Pacific in Stockton and for 10 years was assistant district attorney for that city.

He has been in the State Division of Corporations, which regulates brokerage offices and sale and issuance of stocks, for the past 16 years. He is a veteran of both World Wars, serving with the Army in the first and with the Navy in the last.

Following the lecture, refreshments will be served by Miss Wanda Holmes. Mrs. R. E. Kraebel will be in charge of table decorations.

Today's Career Girl Gets Job Catechism; Learns Beauty Pays

Back in the days when Mother solemnly handed daughter a book titled something like "What Every Young Lady Should Know," businessmen (those daring enough to hire women) believed there was a definite link between plianess and brains.

Women concerned about their beauty were judged light-headed and vain, and far too frivolous for the solemn world of business.

Things have changed today. GROOMING IMPORTANT

In a recent study made by the Dictaphone Corporation, which yearly trains thousands of career-minded girls for office jobs, to determine why some girls become very successful in business, good grooming was high on the list.

"A girl has to have something besides secretarial skill," the Dictaphone people say. "The difference between the girl who stays a stenographer and the one who becomes an executive secretary is often a matter of grooming."

Is it any wonder that beauty has become a billion-dollar industry, including cosmetics of all types and even beauty schools, like Helena Rubinstein's Five Day Wonder School in New York?

These schools emphasize skin care, for a lovely skin is the basis of all good make-up.

NIGHTLY CARE

A regular nightly beauty routine over a period of a lifetime is worth more than all the sporadic facials and expensive skin treatments put together! Pasteurized face cream to cleanse, mild astringent to "tone," and cream or lotion to soothe dry skin should be part of the nightly ritual.

Make-up that lasts is another beauty point. Fussing with hair; patching up nail polish, and renewing lipstick and powder are the prime "Miss-demeanors" of the office girl. They needn't be! If make-up is applied correctly in the morning, refurbishing during office hours is unnecessary.

After the face has been cleansed thoroughly, apply a natural-looking make-up base, working it in evenly, leaving no demarcation line around the chin and neck. Then, using a clean puff or ball of absorbent cotton, pat on powder liberally. Wait a few minutes, then carefully remove excess powder.

Next, with a small brush, whisk out powder from the eyebrows, then, with a sharp eyebrow pencil, "etch in" brows delicately. Theatrical-looking make-up has no place in the office, just as it has no place in everyday life.

ATTENTION ON EYES

Eye shadow can be used during office hours, but should be a light shade skilfully applied. Squeeze out a bit of mascara on a facial tissue, then, dipping your brush in it, take up only a small amount so you won't "head" or smear the mascara. Starting at the roots, brush outward to the tips. Never "go" large amounts of mascara on at once; this will give your eyes a thick, fringed appearance. To achieve long-looking lashes, put on a thin coat at a time, let it dry, then reapply.

Choose a daytime lipstick shade, sticking close to the true red or orange red in the summer if your skin is tanned. Apply the indelible, smear-proof type carefully, following the natural line of the lips. If you must improve on nature, do it delicately, building up or minimizing mouth shape with a lipstick brush. Carefully blot the lipstick so that it has that finished look.

Now you'll not need to refresh your make-up until noon-time, in the employees' lounge!

CROWNING GLORY

Choose an easy to manage hair style; elaborate coiffures are ideal for evening, but not for the office. A non-greasy hair groomer will help keep your locks in place and pleasing to the eye.

The Dictaphone study found that bosses don't object to nail polish—they object to chipped, untidy nail polish and to girls who apply polish at their desks.

Keep an emery board for those hangnail emergencies, and do your nails at home the night before so that the polish can dry to a diamond-hard finish.

DRESS CUES

About office dress, keep two things in mind—practicality and propriety. If you ask yourself, "Is it proper and practical?" you'll never show up at the office in any suit or dress the boss would frown upon.

Practicality rules out dresses that stain and wrinkle easily, and propriety forbids the wearing of too flamboyant colors. Grays, beige, toast, many shades of green, and that old stand-by, navy, are good color choices. You can brighten up your attire with a colorful scarf or pin if you feel too "regimented."



HIGHLIGHT ON HANDS . . . Miss Frances Palumbo, head cashier at Public Loan Corp., applies nail polish at home, 2830 Onrado St., to avoid the boss' pet peeve, office manicure. Since high school days (she is a graduate of Narbonne), beauty care has been a daily routine with this daughter of Mr. and Mrs. Joseph E. Palumbo, 22111 Halldale Ave. Dancing and playing the piano are also important parts of her off-work hours.



LADY AND LIPSTICK . . . A well-defined lipline is one of the most important features of good grooming. Miss Frances Palumbo, who is affiliated with Public Loan Corp., takes time with hers to assure long-lasting quality so she needn't be a "mirror maiden" at her office desk. Good grooming, Miss Palumbo agrees, is a valuable asset to any gal, and can play an important part in her career advancement, especially when her job calls for "meeting the public." She cites her own promotion as example; a year and a half ago she started as cashier at the corporation and is now head cashier there.

PTA Changes Coffee Hour Date to Friday

Coffee hour originally scheduled by Crenshaw Elementary School Parent-Teacher Association for Election Day will be switched to Friday, Nov. 13, Mrs. Dana Houston, president, announced.

Plans for the affair will be told at the next regular association meeting, to be held next Wednesday at 7:30 p. m.

Session, with the theme "Foundations for Better Health and Physical Fitness," will feature a lecture by Dr. Arthur Berke, local dentist and promoter of the dental health program which the PTA is supporting.

Dr. Berke will show slides with his lecture.

Miss Betty Riddell, school nurse and welfare chairman of the association, will be introduced.

HARBOR PTA GAINS 373 NEW MEMBERS

Membership drive of Harbor Elementary School PTA closed Friday of last week with 373 new members, including 127 fathers, announced Mrs. James Alexander, membership chairman.

Mrs. Violet Crawford's B2 class won all three prizes, a fish bowl for obtaining the most members, a ceramic globe planted with philodendron for obtaining the most father-members, and the individual award, won by Rea Lu Groover, for obtaining 10 members.

JAYCETTES WILL TOUR CREAMERY

JayCettes will tour the Mayfair Creamery on Nov. 18, it was decided at last week's meeting of the club.

Mrs. Gordon Jones is in charge of arrangements for the visit, and anyone desiring transportation should contact her, said Mrs. Don Carpenter, publicity chairman.

That evening at 8 o'clock, members will convene at the Chamber of Commerce Building for a business session. Featured speaker at the event will be George Powell, who will discuss the current dental program in Torrance schools.

Plans for a Christmas party also were discussed at last week's meet. Members plan to hold the affair for their children, with each child bringing a present to be given to a hospital ward or some philanthropic group.

Mrs. Howard Perry is the new treasurer of JayCettes. She was elected to serve in place of Mrs. Jay Nielson, who has resigned from the position.

WALLACE EDDY, NEW BRIDE RESIDE HERE

Wallace Eddy and new bride, the former Josephine Rodgers of Long Beach, now are residing at 1311 Barton Ave. The couple were married Oct. 4 at ceremonies in Long Beach, Mr. and Mrs. Wallace Eddy Jr., son and daughter-in-law of the groom, of Azusa, attended as best man and matron of honor.

POLITICAL ADVERTISEMENT POLITICAL ADVERTISEMENT POLITICAL ADVERTISEMENT

We're Voting for Bob Finch because:

BOB FINCH is an example of a new zeal and integrity in political thought and action.

BOB FINCH has compiled a remarkable record in his young life as executive secretary to a California Congressman, as an attorney, a family man and twice a veteran of service with the Marine Corps. He has served as president of the Student Body at Inglewood High School, Occidental College and the U.S.C. School of Law.

BOB FINCH has the courage of his convictions in challenging an incumbent who has held public office for twenty years. He upset the Cecil King "Machine" in the primary election and he can do it again despite the vast sums of money being spent against him.

BOB FINCH'S vigorous, cleanly fought campaign has forced his opponent to resort to subterfuge and mis-statements in an attempt to divert the voter. King has screamed "smear" while vilifying his opponent. For these and other reasons and because Cecil King has never given us any attention prior to this election nor bothered to keep us informed, and because King represents so completely the left-wing Truman policies of the past ten years, we are casting our vote for **ROBERT H. FINCH** and urge that all voters do likewise.

(Signed)

CORA WOOLLEY—School Principal
JOSEPH F. McCann—Veteran, Chairman
JOHN E. McCall—Attorney and Democratic Leader
MARC ANDREWS—Realtor
REESE DORR—Public Official
LEONARD DI MICELI—Civic Leader